



NRRS

National Recreation Reservation Service

Project Agreement

FOR THE

THE UNITED STATES DEPARTMENT OF AGRICULTURE

FOREST SERVICE

Acquisition Management Operations (WO)

1400 Independence Avenue; NW

Mail Stop 1138

Washington, DC 20250

Solicitation Number: WO-04-06VM

December 5, 2003



**Project Agreement
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I. Background & Purpose

The U.S. Department of Agriculture, Forest Service, U.S. Army Corps of Engineers, U.S. Department of the Interior (including at least the National Park Service, Bureau of Land Management, and Bureau of Reclamation), and other potential Federal partners have a need for a national, consolidated, Contractor-developed and -operated, state-of-the-art reservation service, complete with, but not limited to, facilities, personnel, marketing, materials, equipment, communications, information distribution, and transaction record processing in support of the National Recreation Reservation Service (NRRS™) Program.

The mission of the NRRS is to provide an easy and innovative way for the public to reserve Federal recreation facilities and activities. In fulfilling this objective, the Forest Service is utilizing a streamlined acquisition process. In order to successfully implement this acquisition process, the Government seeks the cooperation of the private sector community in an effort to conduct business fairly, and in an atmosphere of integrity and openness. The Forest Service encourages the use of Alternative Dispute Resolution procedures to settle any disagreement resulting from the use of this Project Agreement including agency-level protests (see FAR 33.103).

This Project Agreement establishes an understanding among the NRRS Project Team (“team”), the Recreation Executive Council, and the National Director of Forest Service Acquisitions, and empowers the team to research, acquire, deploy, and monitor all acquired NRRS services. This Project Agreement outlines the project objectives, team duties, cost factors and high-level milestones for the accomplishment of the project objective, and the ground rules associated with the project.

By utilizing the streamlined acquisition process described herein to carry out the mission objective to acquire the NRRS™ Services, the Project Team hopes to demonstrate the likelihood



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of achieving acquisition performance targets outlined in this process. To this end, it is important that the Project Team and offerors work together in a cooperative and pioneering spirit.

II. Concept of Operations

This acquisition will utilize the streamlined acquisition process outlined below. This process empowers the NRRS™ Project Team to make decisions, re-defines vendor relationships, and encourages new uses of technology.

The NRRS™ Project Team is comprised of stakeholders and functional experts (contracting officer, COR, end-users, etc). The NRRS™ Project Team is responsible for planning the acquisition, screening vendors, awarding the contract, and managing for results.

The streamlined acquisition process includes the following steps:

1. Issue FedBizOpps announcement
2. Issue Project Agreement
3. Receive and respond to Questions from Industry
4. Conduct Industry Day
5. Receive and Evaluate Capability Statements
6. Conduct and evaluate oral presentations
7. Conduct voluntary down select
8. Develop and Issue Solicitation (Statement(s) of Need (SON)) based upon Industry input and response to the Project Agreement
9. Receive and respond to Questions from Industry
10. Receive and Evaluate responses to SON(s)
11. Conduct and evaluate oral presentations
12. Select successful offer based upon best value criteria and proposed measurable outcomes.



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The intent of the project agreement is to identify capable sources to submit proposed approaches and capabilities for consideration by the NRRS™ Project Team. Furthermore, the ground rules state that the contractors may voluntarily withdraw from the competition if they do not have a reasonable chance of winning and that only the sources remaining after voluntary down-selection will be considered further for award of the NRRS™ contract and issued a SON. Discussions and demonstrations may occur after release of the Project Agreement. The NRRS™ Project Team will down-select the offerors based on their response to the Project Agreement and the criteria identified in Section XI. Offerors who do not demonstrate their capability to furnish a National Recreation Reservation Service™ will be requested to withdraw from the competition. Once offerors withdraw, they will not be permitted to team with other offerors who have been down selected. Offerors may voluntarily remain in the competition.

While the Project Agreement (PA) represents agreement among the participating agencies to acquire recreation related reservation services, it also represents the initial solicitation of requirements by describing general performance objectives and soliciting vendor capabilities. In addition, the solicitation, - in the form of a Statement of Need (SON) - is a higher-level performance-based document that addresses objectives to be accomplished and provides the framework for negotiations and selection for award. Neither the PA nor SON states how the work will be accomplished. The emphasis will be on selecting the source which is most qualified to meet the NRRS™ Project Team's objectives rather than determining exactly what form the reservation system will take. The contractor is expected to identify existing capability to deliver reservation services and the remainder of the planning and requirements details will be left to be resolved on a post-award basis when the contractor, NRRS™ Project Team, and end-users jointly participate in the contractor's project planning and chart and manage each increment of work. In addition, an option under oral presentations is for the down-selected offerors to perform a type of capability demonstration such as a technical test or a response to several technical inquiries. The offeror's team should be comprised of the proposed Project Manager and staff and limited in numbers to six. This process allows the project team the opportunity for face-to-face interaction and provides important feedback on the offeror's approach.



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III. Authority

The National Director, Forest Service Acquisitions, Mr. Dale Fabian, and the Chair, Recreation Executive Council, Mr. Scott Cameron, hereby authorize this Project Agreement. Their authority is contained within the Land and Water Conservation Fund Act of 1965. Furthermore, this Project Agreement is a requirement of the USDA Forest Service, U.S. Army Corps of Engineers, and the U.S. Department of the Interior (including at least the National Park Service, Bureau of Land Management, and Bureau of Reclamation). The Forest Service has been tasked with acquiring the services to fulfill the NRRS requirements.

IV. Project Objective

The objective of this acquisition is for the award of a performance-based reservation services contract for the NRRS™ Program including a 3 ½ year base period and six award term periods, not to exceed a total of 10 years.

The purpose of this acquisition is to consolidate existing recreation reservation services as part of the President's E-Government Initiative, Recreation One-Stop. Currently, the Federal government operates a number of reservation systems for Federal recreational facilities. Having access to multiple reservation services makes it difficult for the public to find and make reservations. Establishing a one-stop Federal recreation reservation service will make it easier for citizens to reserve Federal parks and recreation facilities. At the same time, consolidating reservation services will benefit the taxpayers, because maintaining a single recreation reservation service is more efficient and cost-effective than having multiple agencies operating their own reservation service. The successful NRRS™ contractor will be able to coordinate a wide range of reservation services. The services to be provided will fall into the following general categories:



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1. Overnight Camping, including but not limited to, family and group campsites and cabins;
2. Day use at, including but not limited to, group sites/pavilions;
3. Time ticketing at tour sites including but not limited to individual and group sales;
4. Day use/overnight permits/quotas;
5. Recreation Related Activities;
6. Random and Criteria Based Selection Processes (for any high demand facilities or activities);
7. Recreation Related Sales; and
8. Portal compliant applications for reservation services.

The Office of Management and Budget (OMB) has provided guidance for the consolidation of Federal recreation reservation systems. Those agencies involved include the Department of Interior (including at least the National Park Service, Bureau of Land Management, and Bureau of Reclamation), the Department of Agriculture Forest Service, and the U.S. Army Corps of Engineers. Other Federal entities may be added at a later date. Consolidating reservation services will allow the public to obtain information and make reservations for many of the recreation facilities that these individual agencies manage, thereby becoming the one-stop recreation reservation service for the citizen.

The goal of this procurement is to provide “one-stop” reservation shopping to the citizen for a wide range of Federal recreation areas, facilities and activities. The solution for one-stop reservation shopping shall include managing a reservation service, with multiple sales channels, allowing for recreation related sales, permits, on-site operations and management, and managing content for a web-based portal.

Toward these ends, NRRS partnership objectives for the acquisition of a consolidated recreation reservation service are:



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1. Meeting Customer Needs;
 - a. Provide one-stop shopping for customers to discover information and make recreation-related reservations at a wide variety of Federal recreation areas, facilities, and activities; and
 - b. Provide innovative and user-friendly multi-channel access to information about and reservations for Federal recreation facilities and activities.
2. Improve Existing Reservation Service;
 - a. Add new means of making reservations, including additional types of sales channels;
 - b. Provide the capability for trip planning at reservable and non-reservable areas and facilities;
 - c. Implement performance incentives for service providers;
 - d. Provide opportunity, as applicable, to increase inventory and reservable sites; and
 - e. Provide referrals to other participating facilities and activities.
3. Support Agency Field Personnel;
 - a. Provide the means to support Federal personnel seeking to implement recreation-related reservation and local point of sale services;
 - b. Better utilize facilities through interagency referrals;
 - c. Continuously improve operations and management capabilities for field personnel;
 - d. Reduce agency handling of cash and checks in the field;
 - e. Provide easy and efficient means to manage reservations and field operations onsite;
 - f. Provide an option to participating agencies to obtain from the contractor all hardware, software, telecommunications, support, and maintenance needed by participating field stations;
 - g. Protect over-utilized sites and promote use of under-utilized developed recreation sites; and



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- h. Provide means to reduce redundant data entry for recreation related and reservation inventory.
- 4. Be Cost Effective; and
 - a. Make innovative use of emerging technologies;
 - b. Utilize innovative management practices; and
 - c. Achieve economies of scale through interagency cooperation.
- 5. Share and Protect Data
 - a. Meet requirements for Certification and Accreditation (C&A) for information security, privacy, information collection, accessibility, and records management;
 - b. Furnish information, as applicable, about participating recreation areas, facilities, and activities to third party channels;
 - c. Make data about Federal recreation areas, facilities, and activities available for use by others (state tourism websites, local convention and visitor bureau websites, camping publications, etc.), according to standards;
 - d. Provide security and privacy for financial data and customer-related data;
 - e. Provide portal capability. Provide an option to deliver a Recreation One-Stop portal that interfaces to the recreation reservation and other related services including but not limited to trip planning and recreation-related sales (See Attachment 1).

In support of these objectives, the NRRS™ acquisition will encompass a wide range of reservation support features to include, but not be limited to:



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1. High-productivity user interface for sales agents and end-users;
 2. User interface for Agency administration staff;
 3. An extensive, flexible, expandable reporting and tracking function that allows managers direct access to desired reports;
 4. Capability for detailed audit trails;
 5. Comprehensive financial processes that service and support all aspects of the cash management function;
 6. Inclusion of the fees charged by Agencies and their concessionaires in the cost of reservation services provided under this contract;
 7. Fast and reliable communications between the Contractor and Field Locations to deal with inventory changes, customer complaints, and other operations-related concerns;
 8. Capability of handling real-time (online) and offline reservations;
 9. Capability to support both block and rolling reservation windows;
 10. Design that minimizes costs of providing real-time access across a widely distributed network of sales and Field Locations;
 11. A system that minimizes manual workload required in all functions;
 12. Potential for web-based architecture that supports an on-site management function;
 13. Data based on relevant (non-proprietary) standards (See Attachment 2), and easy to migrate to an alternative platform (application software or hardware);
 14. The ability to interface to third party sales channels for processing reservations;
 15. Hardware, software, and telecommunications for participating, reservable field locations that incorporate advanced point-of-sale capability;
 16. Point-of-sale device capability for interfacing directly into the reservation system;
 17. Ability to manage inventory from Field Locations, i.e., to update inventory and to make reservations from remote sites with the appropriate authorization;
 18. System and service training for personnel which may include but not be limited to agency personnel, concessionaires, volunteers, and contractors; and
 19. High customer awareness of the service in the recreation and tourism communities.
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V. Members

Members of the NRRS™ Project Team include a program manager, who has overall authority and responsibility for the successful accomplishment of the project objectives and fulfillment of the terms of this Project Agreement. The selection of other team members has been made on the basis of agency, cross-functional needs. In addition to the program manager, the team includes a warranted procurement official, program representative(s), advisors, information technology analysts, and a legal representative.

VI. Empowerment

The National Director, Forest Service Acquisitions, Mr. Dale Fabian, and the Chair, Recreation Executive Council, Mr. Scott Cameron, hereby authorize the team to take all steps necessary for the acquisition and implementation of a National Recreation Reservation Service™ including the development of an overall project strategy, an acquisition strategy, acquisition and use of enabling technology, and selection of contractor(s). The team will be empowered in this Project Agreement to accomplish the stated objectives, subject only to statutory requirements. No further authorizations will be required.

VII. Fee Model

Historically, the existing NRRS™ contract and the existing NPRS contract have been funded under the “user pay” philosophy. “User pay” simply means the services are entirely funded and paid by customer fee assessment. Service fees are assessed the customer for other transactions, such as cancellations, changes and transfers. Contract costs are then paid from the reservation fees, service fees, and use fees collected. The assessment of these customer fees has several approaches. The present NRRS™ and National Park Reservation Service (NPRS) contain distinctly different approaches:



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1. The NRRS™ model is based on “one fee model” in which the customer pays a use fee only - the intent is that the collected use fees cover not only the use of the facilities but the cost of the reservations;
2. The NRRS™ also has a separate reservation fee in which the customer is charged a \$9.00 fee for a reservation, in addition to the use fee;
3. The NPRS fee model is based on a per reservable night or per ticket basis, not on a per transaction basis. The customer pays “one fee” which includes the use fee and the reservable night or ticket contractor charge. Service fees are assessed the customer for other transactions, such as cancellations, changes and transfers.

Under this streamlined acquisition, the NRRS™ Project Team is seeking innovative and creative solutions from the private sector for collecting payment from the citizen for each booked reservation and other reservation-related transactions. It is anticipated that payment will be processed by the contractor and deposited into a government account for which the government will retain responsibility for cash management and the contractor will be paid from those proceeds. Payment would not only cover the contractor’s cost (including profit margins) of providing the reservation service but also return fees to the government (recreation facility/service development, operations, and maintenance), the contractor, and concessionaires. Any such proposed solution must provide for clear and open visibility into the process and complete audit-ability.

VIII. Milestones

It is the NRRS™ Project Team’s goal that contractor selection and resultant initial award or award(s) be made in sufficient time to begin transition not later than June 2004. A more detailed solicitation – called a Statement of Need (SON) - containing detailed milestones will be published in time to support this award process. Multiple SONs may be issued depending on responses to this Project Agreement. However, the NRRS Team will conduct Industry Day on December 11, 2003, anticipates responses to this Project Agreement no later than January 2,



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2004; a SON issued on or about March 8, 2004; responses to the SON due on or about March 31, 2004; and evaluations of the responses estimated to be complete on or about April 30, 2004.

IX. Term and Contract Type

The term of the project begins on the date of this document and concludes after the contract(s) have been awarded, the contractor(s) is/are in place, required services have been provided, and close-out functions are completed. The NRRS Team anticipates the period of performance of the contract(s) to be as follows:

PERIOD	DATE	
	FROM	TO
Transition Period	June 4, 2004	November 2, 2004
Base Period	November 3, 2004	November 2, 2007
Award Term 1	November 3, 2007	November 2, 2008
Award Term 2	November 3, 2008	November 2, 2009
Award Term 3	November 3, 2009	November 2, 2010
Award Term 4	November 3, 2010	November 2, 2011
Award Term 5	November 3, 2011	November 2, 2012
Award Term 6	November 3, 2012	November 2, 2013

The NRRS™ Project Team has not determined the type of contract it intends to award for this effort. However, the NRRS™ Project Team has determined that Award Term and Award Fee incentives are most appropriate for inclusion in any resulting contract. Award Terms and Award Fees are incentives to the contractor to motivate and reward high performance. The Award Term and Award Fee decisions are exercised unilaterally, provided that, at the time of each Award Term/Fee determination, the requirements provided fulfill an existing need at a fair and reasonable price, and the contractor has earned better than average “overall performance ratings.”



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X. Tasks/Duties

The NRRS™ Project Team has published the notice for the Project Agreement in FedBizOpps to ascertain various approaches to achieve the project objective, including assessments of emerging technologies and market capability, and to select those approaches considered capable of meeting this objective. Based upon an initial selection, the NRRS™ Project Team will develop and issue a more detailed solicitation – called a Statement of Need (SON). The SON will be issued directly to those selected sources whose approaches and cost structures/fee model are considered to be both economically viable and technically capable of meeting the project objective and who are “down-selected” pursuant to the evaluation criteria set forth below. The NRRS™ Project Team will also be responsible for awarding and administering any resulting contract(s). The Project Team will manage all Award Terms and Award Fees, if awarded, on the basis of results and will measure these results against pre-established outcomes. The NRRS™ Project Team will consult with the contractor(s) as necessary during performance on any resultant contract(s).

XI. Ground Rules For the Acquisition/Selection Process

This acquisition will be conducted according to Section II, Concept of Operations and as otherwise stated herein. At this juncture, the NRRS™ Project Team is seeking, through this Project Agreement, varied concepts and innovative approaches on how to accomplish the project objective and to obtain feedback from the private sector on the realism of attaining project objectives and within the timelines identified. This acquisition is expected to be awarded under NAICS Code 561599 on the basis of full and open competition, but small business opportunities and JWOD teaming will be considered. It is envisioned that individual contractors responding will have capabilities sufficient to accomplish all project objectives. However, final determination for defining discrete acquisitions or the need for multiple awards or SONs will be made upon review of offeror responses to this Project Agreement. Additionally, the NRRS™ Project Team reserves the right to limit the down selection of offerors. Finally, the NRRS™



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Project Team reserves the right to award a contract at any time during the evaluation process, whether it is during review of the Project Agreement responses or SON responses.

The following steps will be utilized in the selection process.

Step (1) Issue FedBizOpps announcement and post Project Agreement and supporting documentation at <http://www.recreation.gov/contract>.

Step (2) Offerors who wish to respond to the Government's needs, as outlined in this Project Agreement, will be requested to submit all documents as defined herein. Offerors will also be requested to submit statutorily required Representations and Certifications for review by the Government.

Step (3) After review of all offeror submissions, the Government will conduct an initial Project Agreement down-selection of vendors. The purpose of this initial down-selection is to determine a manageable number of vendors with the greatest opportunity for award. The Government criteria, which will be utilized for down-selection, are:

1. Brief Description of Proposed Approach(es);
2. Similar Successful Experience and Past Performance;
3. Capability in Providing and Operating Proposed Reservation Services;
4. Resources Required to Support a Contract Award; and
5. Overall cost based upon the offeror's proposed Fee Model.

The first four elements and applicable sub-elements are of approximately equal weight and together are significantly more important than cost. However, in order for a vendor to be down-selected, there must be a reasonable expectation that project objectives can be achieved. In addition, the government will use an adjectival rating system to evaluate each proposal. At this point, offerors who are rated unfavorably will be encouraged to voluntarily withdraw from the selection process. Offerors no longer considered for further evaluation will be promptly notified



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and, upon request, will be debriefed on the results of the evaluation as requested pursuant to statutory requirements. However, the offerors receiving a debriefing will not be permitted to continue to the next step or team/subcontract with other offerors during the competitive process.

Offerors who fail to submit the information requested in the Project Agreement when first published (i.e., who fail to submit the capability statement and related information) by the due date will not be considered for further evaluation.

For purposes of this stage of the solicitation process, the applicable FAR provisions and clauses including the Representations and Certifications applicable to this Project Agreement may be found at <http://www.recreation.gov/contract>.

Step (4) After any required clarifications with the vendors and initial down-selection, the NRRS™ Team may conduct open dialog with the remaining vendors. This dialog may be conducted in an open forum and will not be considered proprietary. Information from the dialog may be included in any resultant SON. The Government will issue a SON to those offerors who remain under consideration. The SON will provide more detailed requirements necessary to meet the project objective. Multiple SONs may be issued depending on the capabilities of the remaining vendors to perform the project objective.

Step (5) Those offerors remaining under consideration will be given the opportunity to propose a solution to the SON. Also, oral presentations of proposals, government site visits to vendor facilities, and system demonstrations by the vendors may be required for proposal evaluations. Further instructions on how to respond to the SON will be contained in the SON.

Step (6) Once offerors are selected to propose a solution to meet the Government's SON, the Government intends to utilize "best value" evaluation criteria in selecting an eventual contractor(s). In making its best value selection, the Government is more interested in obtaining superior technical capabilities and innovative approaches than in making an award at the lowest



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cost. In making this selection, the Project Team will identify and evaluate risks, benefits, and the likelihood of success associated with the winning proposal.

The NRRS™ Team may choose to make a further down-selection based upon the evaluation criteria described in Step 3. Offerors no longer considered for further evaluation will be promptly notified and, upon request, will be debriefed on the results of the evaluation pursuant to statutory requirements. However, anyone receiving a debriefing will not be permitted to continue to the next step or team/subcontract with another offeror during the competitive process.

Step (7) Offerors may be asked to propose a model contract to the Government and identify those key personnel who would be assigned to the contract if an award were to be made to the company. These offerors may also be invited to conduct oral discussions on their entire submission to date. If discussions are necessary, they will be conducted in accordance with FAR Part 15.

XII. Summary

Offerors shall be responsible for accessing the web page at <http://www.recreation.gov/contract> for any changes to the Project Agreement. Offerors are advised to check this web site daily. All changes will be posted at this location. The cut-off date for submission of questions is December 9, 2003. Offerors wishing to be considered are required to submit the following in response to the Project Agreement:

1. Executive Summary;
2. Capability Statement;
3. Representations and Certifications;
4. Dun & Bradstreet Past Performance Report; and
5. Overall cost based upon the offeror's proposed Fee Model by period of performance.



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All responses to this Project Agreement (except the Oral Presentation) must be received no later than 1:00 p.m., Eastern Standard Time, January 2, 2004 to contract@recreation.gov (please include solicitation number WO-04-06VM for this Project Agreement on the cover page of all submissions). To the greatest extent possible, offeror responses shall be e-mailed as four (4) separate files (Executive Summary and Capability Statement; Representations and Certifications; Dun & Bradstreet Past Performance Report; and Overall Cost Estimate and proposed Fee Model). For informational purposes only, the Forest Service, Acquisition Management Operations, is located at:

US Mail Address:

Forest Service
Acquisition Management Operations (WO)
1400 Independence Avenue, NW
Mail Stop 1138
Washington, DC 20250

Location:

Forest Service
Acquisition Management Operations (WO)
Suite 707 RP-E
1621 North Kent Street
Arlington, VA 22209-2131

In summary, offerors shall submit the following in response to this Project Agreement in the format described herein.

XIII. Format of Offeror Responses to Project Agreement

The responses shall be e-mailed to contract@recreation.gov formatted for IBM-compatible personal computers, in Microsoft Word 7.0 or later version and formatted for 8 ½ by 11 inch paper, single-spaced. Margins shall be one inch on all sides. The type for all documents submitted (including charts and graphs) shall be black, shall not exceed twelve (12) characters per linear inch or be smaller than twelve (12) point, and shall not exceed six (6) lines per vertical inch.



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In addition, offerors shall submit an electronic version of the Representations and Certifications, the Dun & Bradstreet Past Performance Report, and overall cost and Fee Model approach.

The total number of pages for information required by Paragraph 1 (see next paragraph), Executive Summary, shall not exceed two (2) pages. The total number of pages for information required by Paragraph 2 (see next paragraph), Capability Statement, shall not exceed twenty-five (25) pages. Within this twenty-five (25) page total, information required by Paragraph 2C is limited to three (3) pages. The information required by Paragraphs 2A, 2B, 2D, and 2E, should be provided on the remaining pages. In addition to the Executive Summary and Capability Statement, submissions should include Representations and Certifications, Dun and Bradstreet Past Performance Report, and the Overall Cost Based Upon the Offeror's Proposed Fee Model, which shall not exceed five (5) pages.

- 1. Executive Summary (2 pages)**
- 2. Capability Statement (25 pages)**

Capability Statements shall be comprised of the five (5) sections identified below.

A. Corporate Information

Offerors shall provide a brief history of the company, including corporate infrastructure and resources.

B. Brief Description of Proposed Approach (es)

The offeror shall provide a brief description of their proposed overall approach(es) to fulfilling the Project Objective. Offerors are encouraged to provide relevant yet innovative approaches in providing the NRRS™ solution. More than one approach may be described. The offeror shall provide:

- 1)** A brief description of their overall approach; and
- 2)** Relevant yet innovative approaches in providing the NRRS solution.



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C. Similar Successful Experience and Past Performance (limited to 3 of the 25 page limit)

Offerors shall provide past performance information, including their Dun and Bradstreet Report, for a minimum of 5 references relevant to the services required by this project agreement (both Government and commercial), performed within the last three (3) years. Offerors may provide this information in a matrix format and shall not exceed three (3) pages of the total twenty-five (25) page limit. If the information will exceed the three (3) page limit, then list the most recent performances that can be provided within three (3) pages. The offeror shall provide:

- 1) A brief description of the comparable capability;
- 2) Current name, telephone number, and facsimile number for the points of contact (including the COTR/COR/QAE and contracting officer as applicable);
- 3) Period of performance, contract type, estimated contract value; and
- 4) Identify whether the offeror was the prime or subcontractor and percentage of work performed as the prime or subcontractor.

D. Capability in Providing and Operating Proposed Reservation Services

This section shall demonstrate the offeror's ability to deliver a wide-range of reservation services for a state of the art National Recreation Reservation Service™ including relevant information technology offerings. The offeror shall demonstrate:

- 1) Capability to deliver recreation reservation services including:
 - a) Meeting customer needs;
 - b) Improving upon existing reservation service;
 - c) Supporting agency field personnel; and
 - d) Being cost effective in the proposed solution.



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- 2) Capability to deliver, share, and protect data and furnish state of the art information technology including:
 - a) Meeting requirements for Certification and Accreditation (C&A) for information security, privacy, information collection, accessibility, and records management;
 - b) Furnishing information about participating recreation areas, facilities, and activities to third party channels;
 - c) Making data about Federal recreation areas, facilities, and activities available for use by others (state tourism websites, local convention and visitor bureau websites, camping publications, etc.), according to standards;
 - d) Providing security and privacy for financial data and customer-related data; and
 - e) Portal Capability.

E. Resources Required to Support a Contract Award

The offeror shall demonstrate their experience and ability to:

- 1) Provide relevant, skilled reservation personnel; and
- 2) Manage requirements which are the same or similar to those addressed in the Project Agreement Objective section. The offeror shall describe specific experience and staffing.

3. Representations and Certifications

The offeror shall complete and submit, with the proposal, their Representations and Certifications relevant to this Project Agreement at <http://www.recreation.gov/contract>.



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4. Dun & Bradstreet Past Performance Report

The offeror shall have Dun and Bradstreet prepare a Past Performance Evaluation Report. A sealed Dun and Bradstreet Past Performance Evaluation Report shall be provided by the offeror with the proposal as required by Section XIII. Dun and Bradstreet may be contacted toll free at (866) 261-8765. The report will not be considered part of the page limitation. The offeror shall be responsible for the cost of Dun and Bradstreet's preparation of the report. Failure to submit the Dun and Bradstreet Past Performance Evaluation Report by the required date and time above may result in the NRRS Team not considering an offeror for award of any resultant contract. Offerors are urged to request this report as soon as possible due to the time required by Dun and Bradstreet to prepare the report. A total of five (5) past performance references is requested from the prime offeror.

5. Overall Cost Based Upon the Offeror's Proposed Fee Model (5 pages)

The Project Team is seeking unique and innovative cost solutions associated with the vendors' technical approaches in meeting the Project Objective. To this end the offerors shall demonstrate how their proposed Fee Model will provide the best overall value to the Government. The offeror shall provide a cost estimate/fee model for the transition period, base period, and all option periods for the approach or solution to meet the Project Objective along with the basis for the estimate. In addition, offerors are requested to propose the type of contract associated with their technical approach. The overall cost based upon the offeror's proposed fee model shall not exceed five (5) pages. This portion of the offeror's submission (including the overall cost based upon the offeror's proposed fee model) shall not exceed five (5) pages.



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XIV. Oral Presentation

The NRRS™ Project Team will use the evaluation criteria defined in Section XI, Step (3), to assist in determining a manageable number of vendors with the greatest opportunity for award. The NRRS™ Project Team is requiring vendors to provide an oral presentation (in addition to the limited written proposal described in Section XIII) consisting of information contained within their *Capability Statements* and submitted in an original and twelve (12) copies on the day of their scheduled oral presentation. Vendors shall be prepared to provide this information in an oral presentation between January 12 - 16, 2004. Vendors will be contacted shortly after submission of their proposals for a scheduled presentation time, date, location, and any additional instructions.

XV. Oral Presentation Guidelines

No government resources will be available for this oral presentation other than a briefing room, telephone connection, tables, and chairs. All other resources (if required by the vendor) including overhead projectors, extension cords, easels, LCD projectors, and computers, shall be the sole responsibility of the vendor to furnish. The following guidelines apply during the oral presentation:

1. Oral presentation materials shall be limited to overhead transparencies or LCD projection, in black and white or color slides.
2. Members of the vendor's proposed staff should participate in the presentation. Vendors are limited to six participants (exclusive of personnel assigned to prepare and set-up the presentation). The oral presentation shall be given by the vendor's proposed program manager. Other proposed key personnel are permitted to play a role in the presentation.
3. The oral presentation will be attended by the NRRS project team and selected observers.



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4. Prior to the oral presentation, the vendor shall provide to the Contracting Officer a list of names, not to exceed six, of all vendor personnel attending the oral presentation, with corporate position titles, tenure with the corporation, and relationship to the NRRS project.
5. The oral presentation may be videotaped and a copy provided to the presenting vendor upon request after completion of the presentation. The videotape becomes part of the Government's official record and will be redacted if requested under the Freedom of Information Act. Vendors are prohibited from taping or recording their own presentation.
6. Immediately following the conclusion of the oral presentation, the Government may request clarification of any of the points addressed in the oral presentation which are unclear. The Government may ask for elaboration by the vendor on any point, which was considered to be inadequately supported in the presentation. All requests for clarification must be answered by the vendor's program manager, with consultation from the support staff, if desired. Any such interchange between the vendor and the Government will be for clarification only and will not constitute discussions within the meaning of FAR 15.306.

7. Schedule for Presentation

30 minutes	Preparation and set-up time
05 minutes	Government overview of the process
05 minutes	Introductions (Government and Vendor)
60 minutes	Oral presentation
20 minutes	Break
30 minutes	Questions and answers
30 minutes	Clean-up and departure



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XVI. Questions and Responses

Questions pertaining to this Project Agreement shall be submitted electronically to <mailto:contract@recreation.gov>. All questions and answers will be published and made available at <http://www.recreation.gov/contract>. Questions must be presented no later than December 9, 2003.

XVII. Industry Day

The NRRS™ Project Team will be conducting an Industry Day on Thursday, December 11, 2003 at 9:30 AM, Eastern Standard Time, at the following location:

Department of the Interior
Yates Auditorium
1849 C Street NW
Washington, DC

Prospective offerors are urged to attend. Key NRRS™ Project Team members and senior Department-level officials will be in attendance. Industry Day is conducted as a means to better communicate the requirements with the private sector and to answer questions about this Project Agreement as well as outline expectations in an effort to aid prospective offerors in submission of proposals without undue expenditure of effort, time and money. NRRS Team members will make every attempt to answer questions. Any question not answered during the Industry Day will be answered and published at <http://www.recreation.gov/contract>.

Vendors wishing to participate should e-mail contract@recreation.gov with, "Industry Day" in the subject line and note the company name and attendees. There is no limit on the attendees.



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ATTACHMENT 1

DOCUMENTS INCORPORATED BY REFERENCE



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The following documents are hereby incorporated by reference and will be available at <http://www.recreation.gov/contract> on or about Dec 5,2003.

I. ENTERPRISE ARCHITECTURE FOR RECREATION ONE-STOP INITIATIVE

These documents, subject to change, are provided as a means to inform the offerors of the current environment for the Recreation One-Stop Initiative:

1. Recreation XML (RECML); Recreation One-Stop Initiative, Version 1.03
2. Recreation Model, Core, Normalized
3. Recreation Model, Core, XML Transformation
4. Recreation One Stop Enterprise Architecture dated Dec 5, 2003 w/ Appendices A through E (This document, subject to change, is provided as a means to inform the offerors of the current environment for the Recreation One-Stop Initiative.)
5. Strategic Intent (Agencies and Initiative)
6. Strategic Intent Mapping
7. Stakeholder Profile
8. Executive Summary of Technical Solution
9. Stakeholder Exchange Analysis
10. Activity Profile (Business Reference Model)
11. IDEF0 Activity Models
12. Data Architecture
13. Service reference Model
14. Capability Matrix
15. Summarized View of the Recreation One-Stop Technical Solution

II. PROCUREMENT DOCUMENTS

16. Current NRRS Contract
17. Current NPRS Contract
18. Previously Cancelled NPRS SOW (This document is provided for informational purposes only and the government does not certify the accuracy of information contained therein.)



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ATTACHMENT 2

WORKLOAD ESTIMATES



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Table 1 Current Total Inventory - NRRS

AGENCY		FIELD LOCATIONS	SITES	FAMILY SITES	GROUP SITES
Corps of Engineers	Total	614	40,954.00	40,213.00	741.00
	Reservable		29,769.00	29,227.00	542.00
	Percent Reservable		72.69%	72.68%	73.14%
	TOTAL CORPS PARTICIPATION	614	29,769.00	29,227.00	542.00
Forest Service	Total	1,115	32,657.00	31,399.00	1,258.00
	Reservable		19,585.00	18,405.00	1,180.00
	Percent Reservable		59.97%	58.62%	93.80%
Alaska Cabins	Total	193	193.00	193.00	0.00
	Reservable		193.00	193.00	0.00
	Percent Reservable		100.00%	100.00%	0.00%
TOTAL FOREST SERVICE PARTICIPATION		1,308	19,778.00	18,598.00	1,180.00
National Park Service	Total	40	1,880.00	1,808.00	72.00
	Reservable		1,174.00	1,102.00	72.00
	Percent Reservable		62.45%	60.95%	100.00%
Bureau of Land Management	Total	3	125.00	110.00	15.00
	Reservable		73.00	58.00	15.00
	Percent Reservable		58.40%	52.73%	100.00%
Bureau of Reclamation	Total	2	307.00	305.00	2.00
	Reservable		287.00	285.00	2.00
	Percent Reservable		93.49%	93.44%	100.00%
TOTAL SITES			76,116.00	74,028.00	2,088.00
TOTAL RESERVED			51,081.00	49,270.00	1,811.00
TOTAL PARTICIPATION		1,967	67.11%	66.56%	86.73%



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Table 2 Revenue – NRRS

Month	Type of Reservations Sales	Fiscal Year 2001		Fiscal Year 2002		Fiscal Year 2003		Fiscal Year 2004	
		Number of Res	Total Overnight Fees Collected	Number of Res	Total Overnight Fees Collected	Number of Res	Total Overnight Fees Collected	Number of Res	Total Overnight Fees Collected
October	Corps Advance Sales	7,421	\$383,239.50	9,094	\$471,963.00	10,334	\$570,462.50	14,267	\$792,808.00
	Corps Walk-In Sales	31,567	\$926,178.50	30,779	\$906,342.50	28,620	\$894,469.00	31,922	\$1,015,274.50
	Corps Total Sales	38,988	1,309,418.00	39,873	\$1,378,305.50	38,954	\$1,464,931.50	46,189	\$1,808,082.50
	Forest Service Advance Sales	2,291	\$183,590.49	3,076	\$235,496.20	3,072	\$263,088.93	4,356	\$358,589.79
	Forest Service Walk-In Sales					0	\$0.00	175	\$5,452.50
	Forest Service Total Sales	2,291	\$183,590.49	3,076	\$235,496.20	3,072	\$263,088.93	4,531	\$364,042.29
	NRRS Total	41,279	\$1,493,008.49	42,949	\$1,613,801.70	42,026	\$1,728,020.43	50,720	\$2,172,124.79
	Internet Sales (approx)	26%		38%		38%			
November	Corps Advance Sales	5,844	\$429,326.50	7,600	\$548,076.50	8,483	\$587,456.25		
	Corps Walk-In Sales	7,175	\$234,930.00	10,548	\$320,280.00	8,057	\$255,872.50		
	Corps Total Sales	13,019	\$664,256.50	18,148	\$868,356.50	16,540	\$843,328.75	0	\$0.00
	Forest Service Advance Sales	4,152	\$348,047.53	5,273	\$394,668.83	5,816	\$512,951.10		
	Forest Service Walk-In Sales					0	\$0.00		
	Forest Service Total Sales	4,152	\$348,047.53	5,273	\$394,668.83	5,816	\$512,951.10	0	\$0.00
	NRRS Total	17,171	\$1,012,304.03	23,421	\$1,263,025.33	22,356	\$1,356,279.85	0	\$0.00
	Internet Sales (approx)	31%		31%		42%			
December	Corps Advance Sales	4,968	\$353,779.50	6,922	\$487,709.25	8,380	\$583,327.50		
	Corps Walk-In Sales	2,257	\$74,585.50	3,487	\$115,193.50	3,021	\$106,616.00		
	Corps Total Sales	7,225	\$428,365.00	10,409	\$602,902.75	11,401	\$689,943.50	0	\$0.00
	Forest Service Advance Sales	5,486	\$423,297.54	6,249	\$497,127.79	7,208	\$613,282.95		
	Forest Service Walk-In Sales					0	\$0.00		
	Forest Service Total Sales	5,486	\$423,297.54	6,249	\$497,127.79	7,208	\$613,282.95	0	\$0.00
	NRRS Total	12,711	\$851,662.54	16,658	\$1,100,030.54	18,609	\$1,303,226.45	0	\$0.00
	Internet Sales (approx)	39%		43%					
Q4 NRRS Total		367,179	\$ 13,102,559.28	352,572	\$ 13,272,569.63	361,860	\$ 14,008,901.88	-	\$ -
Q4 FS Total		62,929	\$ 3,048,827.13	58,688	\$ 3,105,310.63	64,645	\$ 3,394,718.88	-	\$ -
Q4 USACE		304,250	\$ 10,053,732.15	293,884	\$ 10,167,259.00	297,215	\$ 10,614,183.00	-	\$ -
Q3 NRRS Total		427,660	\$ 16,557,259.15	417,023	\$ 16,984,985.68	409,108	\$ 17,203,883.13	-	\$ -
Q3 FS Total		86,746	\$ 4,429,906.66	86,187	\$ 4,637,415.93	91,171	\$ 4,934,495.38	-	\$ -
Q3 USACE		340,914	\$ 12,127,352.49	330,836	\$ 12,347,569.75	317,937	\$ 12,269,387.75	-	\$ -
Q2 NRRS Total		122,710	\$ 6,629,492.44	135,614	\$ 7,446,378.94	138,433	\$ 7,903,298.68	-	\$ -
Q2 FS Total		41,364	\$ 2,632,255.14	44,435	\$ 2,941,965.19	44,642	\$ 3,168,433.58	-	\$ -
Q2 USACE Total		81,346	\$ 3,997,237.30	91,179	\$ 4,504,413.75	93,791	\$ 4,734,865.10	-	\$ -
Q1 NRRS Total		71,161	\$ 3,356,975.06	83,028	\$ 3,976,857.57	82,991	\$ 4,387,526.73	50,720	\$ 2,172,124.79
Q1 FS Total		11,929	\$ 954,935.56	14,598	\$ 1,127,292.82	16,096	\$ 1,389,322.98	4,531	\$ 364,042.29
Q1 USACE Total		59,232	\$ 2,402,039.50	68,430	\$ 2,849,564.75	66,895	\$ 2,998,203.75	46,189	\$ 1,808,082.50
BWCAW Permits from 01/16		30,556		29,301		30,887			
FS Reservation Totals		202,968		203,908		216,554		4,531	
FS Rsv Totals, % w/BWCAW		233,524	24%	233,209	24%	247,441	25%	4,531	9%
Corps Rsv Totals & % Total		755,186	76%	755,028	76%	744,951	75%	46,189	91%
FS Total		202,968	\$ 11,065,924.49	203,908	\$ 11,811,984.57	216,554	\$ 12,886,970.82	4,531	\$ 364,042.29
USACE Total		785,742	\$ 28,580,361.44	784,329	\$ 29,868,807.25	775,838	\$ 30,616,639.60	46,189	\$ 1,808,082.50
NRRS Total		988,710	\$ 39,646,285.93	988,237	\$ 41,680,791.82	992,392	\$ 43,503,610.42	50,720	\$ 2,172,124.79



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Table 3 Reservations - NPRS

AGENCY		FIELD LOCATIONS	SITES
National Park Service		83	7,630.00

Table 4 Reservations and Revenue – NPRS

	FY00	FY01	FY02
Reservations			
National Parks	331,314	329,442	339,735
Tours	254,624	197,339	311,241
GRAND TOTAL	585,938	526,781	650,976
Revenue			
National Parks	\$10,657,865	\$11,372,825	\$12,059,384
Tours	\$5,526,735	\$5,426,916	\$5,766,719
GRAND TOTAL	\$16,184,600	\$16,799,741	\$17,826,103



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ATTACHMENT 3

**GOVERNMENT FURNISHED PROPERTY
AND
SERVICES**



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The following government furnished property and services are available from GSA's FirstGov, and made available to the offeror, at their option, for consideration in proposing their solution:

1. Information technology including hosting services, bandwidth, and use of hardware and software including Web Logic v8.1 and Vignette V7.